



1000 SW Jackson, Suite 230
Topeka, KS 66612-1274
(785) 296-1223
(785) 296-8649 (FAX)

Coordinator:
Jan Stegelman

Executive Committee:
Randall Bolin
NHTSA Region VII

Dennis Cooley, MD
Medical Advisor
*American Academy of
Pediatrics, Kansas
Chapter*

John Drees
*Douglas County
SAFE KIDS Coalition*

John Eichkorn
Kansas Highway Patrol

Jim Keating
*Kansas State
Firefighters Association*

Elena Nuss
**Kansas State
Fire Marshal's Office**

Cindy Samuelson
**Kansas Hospital
Association**

Kansas SAFE KIDS Coalition

2003 Annual Report

Kansas SAFE KIDS Coalition, Inc., is a nonprofit organization composed of 61 statewide and regional organizations and businesses, four local Coalitions, and 20 local Chapters. The mission of the Coalition is to protect Kansas children ages 0-14 from unintentional injury.

Progress Report and Strategic Plan: The highlight of 2003 was the release in June of a landmark Progress Report on unintentional injury in Kansas Children. The report revealed that the unintentional injury death rate for Kansas children ages 0-14 in the ten years following the inception of Kansas SAFE KIDS has decreased 24% when compared to the previous ten years. However, preventable injury remains the leading killer of Kansas children ages 1-14, taking more lives than any other cause, including diseases, homicide and suicide.

The Coalition completed a strategic planning process begun 2002 with publication of a 5-year plan for the Coalition. The Coalition applied for and received 501c(3) tax-exempt status from the IRS in 2003.

SAFE KIDS BUCKLE UP Program: Kansas SAFE KIDS operated two Mobile Child Safety Seat Check Up Vans (one stationed in Lawrence and one in Wichita) to facilitate child safety seat education programs and check-up events in local communities. Since beginning the Mobile Van program in 2000, the vans have been present at 358 community events at which 5778 seats have been checked.

In addition to van events, the BUCKLE UP program focuses on providing child safety seats to low income families and providing additional safety seat check-ups. In the last five years, 13,014 child safety seats and booster seats have been distributed to low-income families through the program. In addition, 16,349 seats have been checked at 534 local check-up events. In addition, 74 counties now have permanent child passenger safety fitting stations.

During the past four years, 1881 volunteers have been trained to conduct and assist with child passenger safety check-up events.

Currently, 568 volunteer CPS Technicians (4-day training) and 30 volunteer CPS technician instructors have been nationally certified in our state. Kansas now has a trained technician in 86 of 105 counties.

The Coalition assisted General Motors with the GM Autoshow In Motion held at Woodlands Race Track in July. Thirty-six volunteers worked more than 480 hours installing seats for participating children. The Coalition partnered with the Kansas Highway patrol to distribute booster seats at the Kansas State Fair in September 2003. During Child Passenger Safety Week, the Coalition cosponsored a media event to kick off a new initiative to train child care providers in the state about transportation issues for children.

The BUCKLE UP program is a recipient of the 2002 Excellence in Accountability Award from the National SAFE KIDS Campaign. The program has been credited with 18 lives saved in the past four years.

SAFE KIDS CYCLE SMART Program: The Coalition facilitated local bike safety programs in 50 communities and distributed low cost or free bicycle helmets to 3771 youth. Local Coalitions distributed an additional 2500 helmets. Since the program's inception, a total of 73,504 helmets have been distributed to Kansas children - 61,720 by the Kansas SAFE KIDS Coalition and 11,784 by local Coalitions. The program has been credited with 9 lives saved. The CYCLE SMART program is a recipient of the National Bell Sportsmanship Award from Bell Sports in both 2000 and 2001 for outstanding work in the area of bicycle safety; and the Secretary's Award for Excellence, the highest award given to community health promotion programs by HHS.

Body Walk Program: The Coalition continued its partnership with the Kansas State Department of Education to sponsor Body Walk for K-5th grade students. During the Body Walk, students learn about the brain and how important a helmet is in protecting the brain from injury. The interactive program was presented at 105 schools throughout the state in 2003, reaching 30,690 students. Each participating school received two bike helmets to award as incentive prizes to students.

SAFE KIDS GET ALARMED Program: During 2003, the Coalition distributed 752 smoke detectors and 34 Carbon Monoxide (CO) detectors through local programs in the state. A total of 11,718 smoke detectors and 680 CO detectors have been distributed since implementation of the program. The Coalition received funding from the US Fire Administration to assist in the development of a fire injury prevention program in Tonganoxie. The program is a recipient of the First Alert McLean Stevenson National Award for outstanding work in the area of fire safety. Local Coalitions facilitated juvenile fire-eater prevention activities through the Y-FIRE program.

Emergency Response Training: The Coalition operates a bilingual interactive 9-1-1 simulator that helps children learn how to properly react during an emergency situation and how to properly use 9-1-1 in their area. In the last two years, more than 5,200 children and adults completed the simulation and education program at 33 community events.

SAFE KIDS Walk This Way: On October 8, the Coalition sponsored the fifth annual Walk Your Child to School Day in Kansas with a proclamation signed by Governor Sebelius. Events were held by 38 local community groups reaching more than 60 schools. Reflective shoelace tags were distributed to participating children. Since the program's inception, 74,157 children ages 5-9 have participated in the program.

SAFE KIDS *Get Into the Game!*: The Kansas SAFE KIDS Coalition encouraged kids to "Wrap Your Arms Around Safety" during **SAFE KIDS WEEK 2003** - May 2-10. Special SAFE KIDS Stations were included at Kansas Kids Fitness and Safety Day Events held statewide on Friday, May 2. More than 17,000 third grade students and teachers attended events at 40 local sites across the state as well as flagship events at Cedar Crest (Governor's Residence) in Topeka and Fort Larned National Park. Students tested their safety skills in interactive relays which included "Stop, Drop & Roll," "Dial 911," "BEEP BEEP" (smoke detector test), "Swim Safe" (life jackets), and "Gear Up" (sports safety focusing on helmet usage in bike riding, baseball/softball, and football). All participating students received safety quiz worksheets. At Cedar Crest, students warmed up with members of the basketball team from Washburn University and were greeted by the 2003 Kansas SAFE KIDS Coalition Safety Star, Sally Kimble and Governor of Kansas, Kathleen Sebelius. Later in the week, local chapters and Coalition held safety fairs, schools assemblies, bike rodeos and child passenger safety events.

Firearm Safety: In partnership with Interfaith Ministries, firearm injury prevention workshops were held in Wichita, Overland Park, and Topeka. Community task forces formed during the workshops continue to work on the locally identified issues.

Local Activities: During 2003, two new communities were approved as local chapter affiliates of the Kansas SAFE KIDS Coalition: Dickinson County and Nemaha County. The Salina Chapter expanded their efforts to cover Saline County. Kansas now has four local Coalitions and twenty local chapters, covering 62% of Kansas children age 0-14. During the year the Coalition hosted bimonthly conference calls for local chapters and Coalitions and responded to

546 technical assistance requests from local health departments, schools, health care providers, and community groups on a wide variety of child safety issues.

Public Information and Education: The Kansas SAFE KIDS Coalition continued its public information campaign targeting specific times of the year with the distribution of 26 statewide press releases in 2003. In addition to newspaper publication of the releases, Coalition staff responded to requests for 90 radio and television interviews from media on a wide range of pertinent injury prevention topics. In the last ten years, 2721 calls from the public with questions about child safety issues have been received via the toll-free line utilized by the Coalition. The Coalition continued to maintain a home page on the KDHE Web Site at www.kdhe.state.ks.us/safekids and featured a new updated exhibit at numerous statewide professional conferences. The Express Mobile Child Safety Seat Check-Up Van was on display at the Kansas State Fair for 10 days in September during which time it was one of the designated places for children to go for the scavenger hunt sponsored by KDHE.

Policy and Advocacy: A Policy Platform and Policy Priorities were adopted by the Coalition for 2003. The Coalition was again able to utilize the services of a volunteer Legislative Liaison who fielded daily phone calls from legislators and participated in legislative meetings and hearings on behalf of the Coalition. Legislative updates on safety legislation were sent to 306 individuals and 26 organizations for distribution during the session. The Coalition cosponsored Child Advocacy Day 2003 in Kansas on February 18 that provided more than 600 child advocates from all over the state the opportunity to gain new information about injury prevention policy issues in our state. Coalition staff served on the advisory committee for state foster care regulations and on the state lead poisoning council. The Douglas County Coalition received a grant to facilitate discussions within that community to develop Kansas' first bicycle helmet ordinance for children.